



Enrollment Management Committee

Friday, December 12, 2014

SSV 151

10:00 – 11:00 a.m.

Minutes

Attendance:

Duane Rumsey, Les Uhazy, Rick Shaw, Katherine Mergliano, Dr. Zimmerman, Svetlana Deplazes, Jamie Jones, Lisa Diaz, Kimberly Covell, Michelle Hernandez, Dr. Vines, Dr. Suderman, President Knudson, LaDonna Trimble

1. Call to Order

- Sign in sheet
LaDonna Trimble

2. Approval of Minutes

- Minutes from October 24, 2014
LaDonna Trimble / Duane Rumsey
- No corrections/minutes approved
- Minutes will be posted on the EMC group page

3. Discussion of Enrollment Management Goals - All

1. Meet base funding level per the Chancellor's office plus two percent
2. Align course offerings to give the highest priority to courses that advance students' academic progress
 - Address the need for basic skills classes (Aligns with the Student Success Act 4.0)
 - Give priority to classes that meet the most students' needs (Aligns with the Student Success Act 4.0)
- Committee will vote on goals at the next meeting

4. Scheduling Strategies – All

- Would like to develop a template for the district to use for scheduling classes that includes information such as:
 - Is the course a major core or major elective requirement
 - Is the course going to further our transfer rates by being apart of IGETC/CSU requirements.
- Would like to go back to accelerated or different course formats. (Dr. Zimmerman)
- Offer a late start 12 week section. Open it the same time as the 16 week section and the 12 week will fill up first (President Knudson)
- There is already a commitment to a 2 year schedule (Ms. Trimble)

President Knudson

- Consideration of course accelerated opportunities that combine courses in a more concise manner.
- In conjunction with 3SP we should consider using Ed Advisors, to contact the high schools. Be aggressive about getting high school students here.
- Communication with High School counselors and career/college counselors is good; however we should place our own advocates in the High School.

5. **Strategies to Increase Enrollment – Dr. Vines**

- Palmdale is a concern at 25.78% below last years' enrollment (Dr. Vines)
- Liz Diachun will focus on Palmdale with marketing and advertising. (Dr.Vines)
- Palmdale needs to sequence courses the same as the main campus otherwise there will be a repeated cycle and students can come over to the main campus (President Knudson)
- Access and success is part of student success (Ms. Trimble)
- Find a way for Palmdale to be a first choice (Ms. Covell)
- Cohort of students that are guaranteed 12 units (Dr. Vines)
 - First-year experience (Ms. Hernandez)
 - Triumph Leaders (Veeja Jennings) may be one of the programs (Dr. Zimmerman)
- Provide transportation to and from Palmdale; possible partnership with AVTA - dedicated shuttle for AVC to Palmdale.

Ms. Trimble

- Provide post cards and bulk mail to our service area to inform every household about classes at Antelope Valley College each semester.
- Research the cost of bulk mailing.
- Send emails to students who had an appointment to inform them about their registration appointment.
- Outreach is reaching out to all the new applicants. New in person Student Success workshops are provided throughout the year.
- Counseling is calling in all the continuing students that do not have an education plan.
- Open CCC was down on the first day of open registration; however, all applications made it through unless they were incomplete.

6. **Priorities from the 2014-15 Education Master Plan goals as identified by Administrative Council and reviewed and approved at the College Planning Retreat**

First priority Goal #4: The College will increase student success in Basic Skills and ESL.

Second Priority Goal #1: The College as a community will provide students with an environment which supports learning and facilitates student success.

Third Priority Goal #3: The College will expand and diversify Career Technical Education options for students.

- Our goals should align with the Ed Master Plan and campus priorities for 2014-15
- We will see the campus goals on all of our agendas. Our decisions will support the priorities of the campus for the entire year.

8. **Open Discussion – All**

Ms. Trimble

- Next meeting Duane and Ms. Trimble will bring back some information in reference to the Palmdale survey and see if Sharon has any recommendations regarding transportation.
- Will meet with Gary to discuss Ed Advisors being more active in the high schools.
- Research postcards that highlight Palmdale classes
- Pasadena has a model for Ed Advisors in high schools to model first year experience. (Michelle)
- Next meeting will be February 27, 2015

9. **Meeting adjourned**

- 10:59 am

2014-15 Meeting Schedule

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|---|--|---|--|
| <ul style="list-style-type: none">• September 12, 2014 – LIB 201 | <ul style="list-style-type: none">• October 24, 2014 – LIB 201 | <ul style="list-style-type: none">• February 27, 2015 – LIB 201 | <ul style="list-style-type: none">• April 24, 2015 – LIB 201 |
| <ul style="list-style-type: none">• September 26, 2014 – LIB 201 CANCELLED | <ul style="list-style-type: none">• November 14, 2014 – LIB 201 CANCELLED | <ul style="list-style-type: none">• March 13, 2015 – LIB 201 | <ul style="list-style-type: none">• May 8, 2015 – LIB 201 |
| <ul style="list-style-type: none">• October 10, 2014 – LIB 201 CANCELLED | <ul style="list-style-type: none">• December 12, 2014 – LIB 201 | <ul style="list-style-type: none">• March 27, 2015 – LIB 201 | <ul style="list-style-type: none">• May 22, 2015 – LIB 201 |